



NORTH LAKE TAHOE MARKETING COOPERATIVE MEETING

Agenda

Wednesday, April 14th, 2021 3 – 5pm

Join Zoom Meeting

<https://us02web.zoom.us/j/89340932562?pwd=NUq1dE9SbWdGTjNOSnZYdGxGUkZYUT09>

Meeting ID: 893 4093 2562

Passcode: 338997

Dial by your location

+1 669 900 9128 US (San Jose)

The April meeting of the North Lake Tahoe Marketing Coop Committee will be held on Wednesday, April 14th, 2021 at 3pm via Zoom.

PUBLIC COMMENTS—Public comment will be at the beginning and end of the meeting and is limited to three minutes. The public is encouraged to comment on all agenda items as well as issues not on the agenda during the Public Comment period. Agenda items may be taken out of order, may be combined for consideration by the Board, and may be removed from the Agenda at any time. Members of the public desiring to speak must complete a “Request to Speak” form and return it to the clerk at the meeting. Public comments may not be accepted after the chairman closes any period for public comment.

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|-----------------|-----------|--|-------------------|
| | A | Call to Order | Chair |
| | B. | Public Comment (Pursuant to NRS 241.020) | Chair |
| | C. | Roll Call | Chair |
| | D. | Motion: Approval of Agenda | Chair |
| <i>Page: 1</i> | E. | Motion: Approval of February 10th, 2021 Coop Meeting Minutes | Chair |
| <i>Page: 4</i> | F. | Update on Texas and SoCal Spring Consumer Media Plan and Creative | Augustine/R7 |
| | G. | Update on Spring Social/Content Campaigns | Abbi Team |
| <i>Page: 14</i> | H. | Review Six Month Report | Sarah Winters |
| | I. | Discussion and Direction on Summer Consumer Target Market Strategy | Committee |
| <i>Page: 37</i> | J. | Motion: Review and Approve February Coop Financials | DeWitt Van Siclén |

- K. New Business Chair
- L. Old Business Chair
- M. Adjournment Chair

Physically disabled persons desiring to attend this meeting should contact Anna Atwood at 530-581-8722

Public Posting

www.GoTahoeNorth.com

www.NLTRA.org

Nevada Public Meeting Notice Website